

Note for Slavitt, Josh

From: Nicoli, David
 Date: Thu, Jan 13, 1994 9:08 AM
 Subject: RE: Inventory-youth laws/programs
 To: Slavitt, Josh

Not at all Josh. You raise good points on the usefulness of this info for other purposes and Brennan had said that the briefing materials should contain updated info like this. My note only went to the point of the utility of this info vis-a-vis the SG report. Pls direct, as always, TI to do anything that you believe would be helpful.

But does what Brennan said concerning the usefulness of the material for the SG make sense to you?

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From: Nicoli, David on Thu, Jan 13, 1994 8:43 AM
 Subject: Inventory-youth laws/programs
 To: Boland, James; Slavitt, Josh
 Cc: Linshan, Kathleen; Merlo, Ellen

Let me update you on the status of gathering info for the purposes of having an inventory of anti-youth smoking laws and/or programs as a part of our arsenal to fight the release of the upcoming SG report. Josh is sending me material and Covington and TI have other info in their files that will help put the youth issue in context: ie, that not only the industry, but the govt and the private sectors have already taken extensive measures to combat youth smoking.

However, I have had extensive discussions w/Jim and Brennan Dawson from TI, and it seems clear from those discussions that such materials will have very limited utility due to existing political dynamics. Brennan says that it will have no use from a media perspective b/c the debate has moved far beyond what is currently being done: ie, the anti argue that the laws on the books are currently not being enforced and that more needs to be done there, and that the \$4 billion currently being spent on alleged advertising and promotion overwhelms the pittance that is spent on the other side. (Moreover, Brennan correctly notes that we would have great difficulty using ADAMHA and ASSIST programs aimed at youth smoking as examples of activities underway in this area since the industry is arguing, legitimately on other grounds, that these programs are ill-advised.) Jim notes that unless we have a third party along the lines of a "parents for priorities" pushing this theme, it will fall on deaf ears.

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However, everyone does seem to agree that such info will be somewhat helpful to our allies on the Hill, so they at least have some ammo to use against Waxman/Synar when they hoist the youth banner. As a result, after speaking w/Brennan, I have asked TI to examine and update the materials and info the industry has on anti-youth smoking laws/programs, including industry efforts. They will be done as a part of briefing books put together for the upcoming Waxman hearings and can also be used, where appropriate, with respect to the SG report. But the bottom line, unless anyone strongly disagrees, is that we will not expend the time or the resources to put together an encyclopedic compendium given the limited utility of the materials.

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